

# IOWA DEPARTMENT OF ADMINISTRATIVE SERVICES ▼

## HUMAN RESOURCES ENTERPRISE

### KEY ACCOUNT EXECUTIVE

---

#### DEFINITION

Works with national and regional chain-owned, franchised and group-owned retail outlets for the sale and promotion of the state lottery product lines; troubleshoots retail accounting problems and recruits new retailers; performs related work as required.

**The Work Examples and Competencies listed are for illustrative purposes only and not intended to be the primary basis for position classification decisions.**

#### WORK EXAMPLES

Develops presentations to be made to corporate retailers to gain corporate participation in the sale of the state lottery product lines; makes presentations to corporate retailers and answers questions related to the marketing and sale of the state lottery product lines.

Confers with corporate retailers on problems related to the sale and marketing of product lines; serves as a liaison between the state lottery and corporate retailers; confers with state lottery marketing management on local outlet problems that involve central corporate policy.

Initiates special promotions, demonstrations and special events at major retailers to increase interest in the state lottery product lines.

Analyzes the retail activities of corporate licensed agents and recommends improvements to best integrate and optimize the promotion and sale of lottery tickets at their places of business.

Develops and establishes sales promotions within corporate retail outlets.

Prepares recommendations and justifications for new or revised sales and marketing procedures and policies.

Makes field visits to retailers to determine the effectiveness of sales promotion programs and to resolve any problems the retail outlet may be having.

#### COMPETENCIES REQUIRED

Knowledge of the principles of product marketing, sales promotion and retail accounting.

Knowledge of the principles and practices of sales presentations to corporate retailers.

Knowledge of the principles of public relations.

Ability to correctly interpret and apply the laws, rules, regulations and policies of the state lottery.

Ability to make mathematical calculations including addition, subtraction, multiplication and division.

Ability to analyze and solve lottery sales/marketing problems of corporate retail outlets.

Ability to prepare sales records and reports.

Displays high standards of ethical conduct. Exhibits honesty and integrity. Refrains from theft-related, dishonest or unethical behavior.

Works with customers to assess needs, provide assistance, resolve problems, and satisfy expectations. Knows products and services. Is committed to providing quality service.

Works with minimal supervision. Displays a high level of initiative, effort and commitment towards completing assignments in a timely manner.

Responds appropriately to supervision. Makes an effort to follow policy and cooperate with supervisors.

Aligns behavior with the needs, priorities and goals of the organization.

Encourages and facilitates cooperation, pride, trust, and group identity. Fosters commitment and team spirit.

Relates well to people from varied backgrounds and situations. Is sensitive to individual differences. May deal with people who are difficult, hostile or distressed.

#### **EDUCATION, EXPERIENCE, AND SPECIAL REQUIREMENTS**

Experience equal to two years of full-time work in product sales/promotion as a manufacturer's representative or route sales person, including the servicing of existing customers or the direct solicitation of potential customers for the purpose of convincing them to purchase the product or service (e.g., consumer products, business products, equipment, or services).

Applicants must possess a valid Iowa driver's license.

#### **NOTES:**

- Retail sales experience in a grocery, convenience or department store, restaurant, or other enterprise is not considered as qualifying experience for this position.
- Lottery District Sales Representatives normally reside within the territories where they work.

Effective Date: 12/01 VA